

THE DESIGN PROCESS

BLU ANIMALS PYSCHDELIC POSTERS

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RESEARCH

I began this project knowing I wanted to make a concert poster series, but wasn't sure what style. I did some research on 1970s style psychedelic posters and decided that's what I wanted to emulate. I was drawn to the hand-lettered type, the bright, contrasting colors, and the organic flow of the images and words.



IDEAS

I decided on this poster style but still needed to decide on if I wanted it to look flat, like a screen print, or have “trippy” patterns and textures. I also needed to choose a color palette. Ultimately, I felt as if green and orange fit the vibe and style that I wanted. I did a few rough outlines (with a different band name at first) and decided to go with the second layout over the first.



PROGRESS

I fleshed out more of the concert details and some of the band members' portraits. I had to decide how I was going to fill any empty space and came up with the organic teardrop shape that fit the overall style of the piece.



REVISIONS

Once I got the potraits finished, I changed tha band name and the layout of the concert details to make them look more manipulated and organically filling the empty space. I also added some texture to give the poster and old and worn effect. Now all I had left to do was to make two other of the same print, just in different colors.



FINAL

